

## Clark's Fork



**"...Clark thoughtfully sent a piece of cinnamon to cheer him."**

Lewis & Clark Expedition, December 1805



## Background:

Clark's Fork is an independently owned breakfast and lunch restaurant that spun off of the Wheat Montana Brand and has been struggling to carve out its marketing niche in the crowded Bozeman food service market. The owner, Jeff Riggs, is a former MSU athlete and a driven business owner determined to make his idea work.

## Assistance:

Even though Jeff's products were excellent and feedback from customers was universally positive, the restaurant was struggling to get the customer volume needed to support the menu and location that they had. The Clark's Fork team needed a marketing plan that adequately addressed Clark's Fork's value proposition and cut through all of the media clutter being thrown at their customers. The Bozeman SBDC assisted Clark's Fork with a marketing audit and a full review of the message that the restaurant was sending to its potential customers.

## Impact:

Clark's Fork began introducing new, healthier options to their menu and saw an expansion and deepening of their customer profile. The ironic part of the entire situation is that every time they introduce a healthier option to their menu, cinnamon roll sales go up!



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